

PCMH Education Subcommittee Meeting
March 4, 2015

Attendees

Dr. Jonathan Griffin, St. Peter's Medical Group
Tara Callaghan, SW Community Health Center
Lara Shadwick, Mountain Pacific Quality Health Foundation
Jody Haines, Providence Health System
Janice Mackensen, Mountain-Pacific Quality Health Foundation
Dr. Patrick Van Wyk, Licensed Clinical Psychologist, St. Peter's Hospital
Kristin Pete, Glacier Medical Associates

CSI Staff

Amanda Roccabruna Eby
Cathy Wright
Christina Goe

The subcommittee reviewed a draft work plan that Amanda distributed prior to the meeting. The work plan will organize planning for the education campaign. It included objectives for strategic priorities, a phase 1 of consumer education with three actions or deliverables, and a phase 2 of consumer education with three actions on a larger level, partnering with consumer and patient advocacy organizations. Lastly, the work plan also included two sections of provider education with three actions in each. Amanda had filled in the objectives based on education goals described in the February council meeting. The rest of the work plan was left blank for the subcommittee to determine the actions, next steps, completion dates, and expected results.

The first two objectives are focused on consumer education and the third is on provider education. The subcommittee agreed with all three objectives and added specific details to each one. Lara Shadwick suggested adding a column to the work plan for the target audience, including their gender and age ranges.

The subcommittee agreed the best method of initial education to patients would be through clinics in the Montana PCMH Program. They decided the first planned action should be a toolkit for clinics that includes scripts or talking points for clinicians to use in explaining PCMH to patients, a rack card for waiting rooms, and posters to hang in exam rooms and hallways. After the documents are created, CSI will distribute them to clinics as pdfs for them to print how they like. Amanda told the committee she would need to have an internal discussion with the CSI Communications Director regarding the time and resources CSI communications staff could commit to PCMH education. The subcommittee agreed that they should get input on the materials in the toolkit from patient advisory councils, such as those at St. Peter's and Billings Clinic, prior to distribution.

The second planned action is for payors to include educational information with enrollment materials to new members and with EOBs to existing members. Without more payors in the meeting, the subcommittee agreed that the Payor Subcommittee needs to have education on the agenda at their next meeting. CSI and the council needs to learn from the payors what their level of commitment is regarding educating their members about PCMH and the PCMH program.

The third planned action is for CSI to do a series of press releases regarding program milestones. Before the next subcommittee meeting, members were asked to send Amanda examples of language to use for educating patients on PCMH. She will consider submissions and research what other state programs have done to create some drafts for the subcommittee's next meeting.